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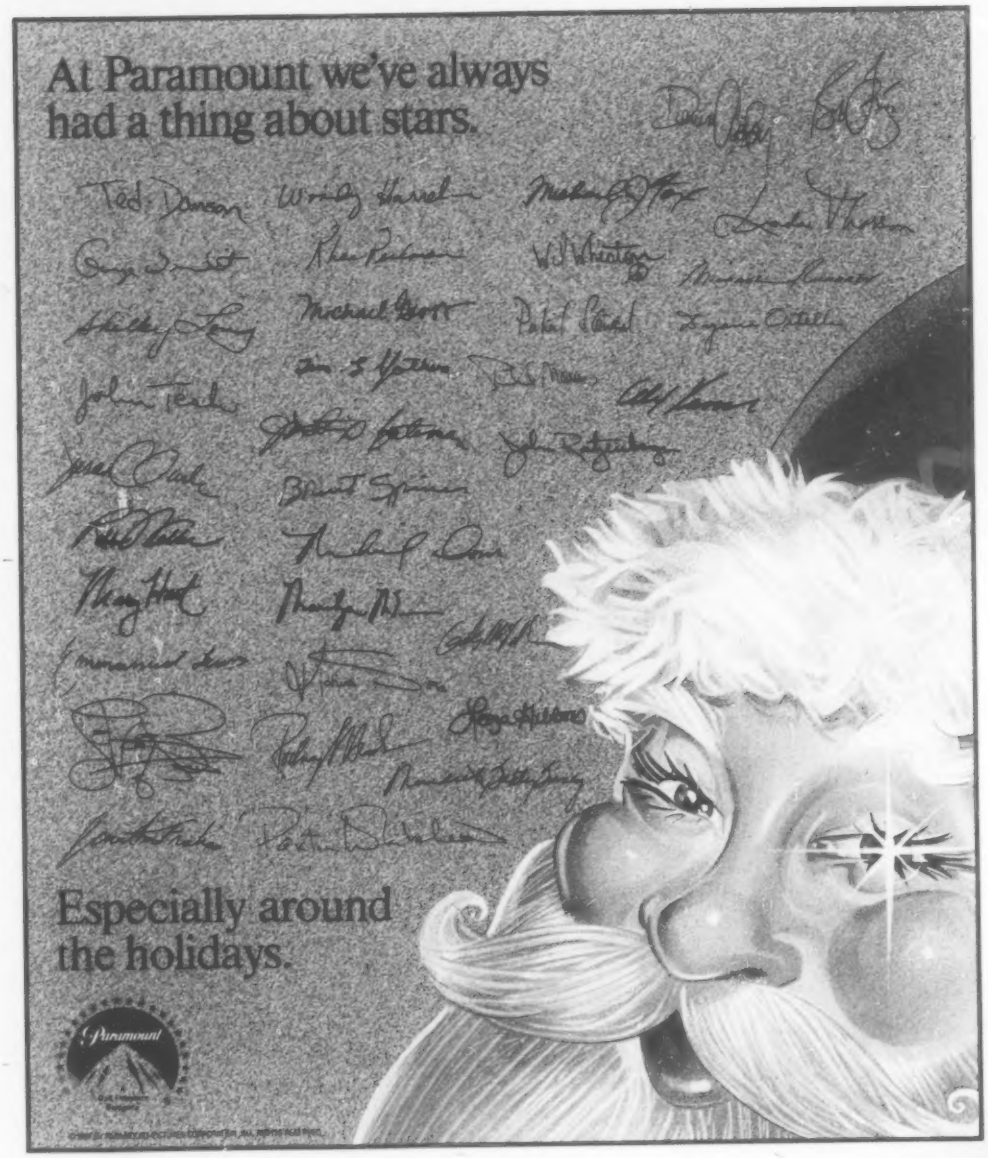
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 21



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57th Year 1987
November sweeps:
NBC still the one

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Arbitron sweeps victory for NBC... page 35.

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HAVE GUN WILL TRAVEL □ Industry trade associations are bolstering their Washington representation with outside lobbyists ready to work on moment's notice. **PAGE 33.**

SWEPT AWAY □ Arbitron's local market sweeps numbers were in last week, showing NBC affiliates again in first place in prime time. Comparisons to last year's numbers fail to clarify impact of peoplemeters. **PAGE 35.**

PLACE IN HISTORY □ Gayle Sierens will become first female play-by-play announcer for network telecast of NFL game when she does play-by-play for Kansas City Chiefs vs. Seattle Seahawks on Dec. 27. **PAGE 39.**

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MORE ON MUST CARRY □ Cable industry says that recent appeals court decision ending must-carry rules will have little, if any, effect on station carriage. **PAGE 48.** Must-carry ruling may cause friction between broadcasting and cable industries that could lead to congressional intervention. **PAGE 49.**

PASSING THE BATON □ Former FCC commissioner and TOC coordinator, Margita White, readies to assume presidency of AMST. **PAGE 51.**

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PRODUCTIVELY SPEAKING □ Don LeBrecht, executive director of the Broadcasting Industry Council to Improve American Productivity, once wanted to be a college professor. Instead, by helping to raise profile of America's productivity problem, his classroom now reaches nationwide. **PAGE 79.**

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their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

□

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

□

■ **Unions.** Technical union, International Brotherhood of Electrical Workers, ratified offer from CBS for new three-year contract by vote of 947-352 in balloting that ended Monday, Dec. 14. Contract signing was expected to be held yesterday (Dec. 20) and to become effective immediately. Offer is believed to contain provisions for 3% raises for each year of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who had been working without contract since Sept. 30. ■

NBC goes 12 for 12

NBC took week 12 of the prime time season, ended Dec. 13, with a 15.6 rating and a 26 share, according to the Nielsen peoplemeter averages. CBS came in second for week 12 with a 13.6/22. ABC finished up the week with a 12.4/21.

In evening news, it was *CBS Evening News* that took first place, with an 11.6/21. The *NBC Nightly News* came in with a 10.8/19. ABC's *World News Tonight* closed out the week with a 10.5/19.

ABC took the first three days of the prime time week, while NBC took two days, Thursday and Saturday, and CBS took the remaining two, Friday and Sunday.

On Monday, ABC took the evening with a 16.4/25.6, over NBC's 14.9/22.8 and CBS's 14.7/23.2. *Monday Night Football* averaged a 17.3/31 (Nielsen) to rank 15th for the week.

Tuesday's ABC win was with a 19.3/31.6, over NBC's 14.9/24.4 and CBS's 9.6/15.8. The *Barbara Walters Special*, broadcast on ABC at 9-10 p.m., garnered a 21.9/35 (Nielsen). In the same time period, CBS's *Jake and the Fatman* pulled in a 10.3/16, while NBC's *Hunter Special* averaged a 14.6/23 for the hour.

ABC took Wednesday with a 14.7/24.2. NBC came in with a 13.4/22.0 and CBS, which broadcast the *Grammy Lifetime Awards* from 9 to 11 p.m., had an 11.8/19.5.

Thursday went to NBC when the network averaged a 24.6/38.9 for the night. CBS averaged a 12.9/20.6 the same evening, and ABC came up with a 6.8/10.9. The latter network's Thursday move, "Best Defense," averaged a 7.1/12 for its broadcast.

Friday went to CBS's 15.9/27.8 average. NBC and ABC came in neck-and-neck, when the former came up with a 10.9/19.4 average, and the latter had a 10.8/19.2.

NBC's second win for the week was Saturday, when the network averaged a 17.0/30.9, over ABC's 8.6/15.3 and CBS's 6.9/12.3.

CBS took Sunday evening with a 20.9/32.1. NBC came up with a 15.3/23.9 average for the night and ABC brought in a 10.2/16.0.

Nielsen	□	Net	□	Show	□	AGB
1.	30.0/47	N		Cosby Show	1.	31.6/49
2.	27.9/43	N		Different World	2.	29.7/45
3.	23.5/37	C		60 Minutes	5.	22.6/35
4.	23.1/36	N		Cheers	6.	22.1/35
5.	22.9/36	N		Night Court	10.	20.5/33
6.	21.9/35	A		Barbara Walters Special	13.	19.2/31
7.	21.9/32	C		Murder, She Wrote	4.	22.7/33
8.	21.1/32	A		Growing Pains	7.	21.7/34
9.	21.0/37	N		Golden Girls	3.	24.5/41
10.	20.3/32	A		Who's the Boss?	8.	20.9/33
11.	19.3/30	C		CBS Sunday Movie	12.	20.0/31
12.	18.9/34	N		L.A. Law	23.	17.0/31
13.	17.9/31	C		Grinch Stole Christmas	21.	17.3/30
14.	17.5/27	N		Matlock	18.	17.9/28
15.	17.3/31	A		Monday Night Football	32.	15.6/28
16.	17.3/32	N		Hunter	11.	20.1/37
17.	17.3/26	N		Family Ties	17.	18.1/26
18.	17.2/26	N		ALF	15.	18.3/29
19.	16.9/30	C		Charlie Brown Christmas	34.	15.5/27
20.	16.8/26	C		Night Before Christmas	36.	15.2/24
21.	16.7/30	N		Amen	9.	20.5/35
22.	16.7/26	N		NBC Sunday Movie	24.	16.9/26
23.	16.6/29	C		Knots Landing	25.	16.8/30
24.	16.2/26	C		Frosty the Snowman	30.	15.8/25
25.	16.0/25	A		Hooperman	37.	15.0/24
26.	15.9/24	C		Kate and Allie	26.	16.6/26
27.	15.9/27	C		Dallas	33.	15.5/27
28.	15.8/24	C		Newhart	19.	17.6/28
29.	15.7/28	A		Dynasty	46.	13.7/25
30.	15.7/28	N		227	16.	18.1/31
31.	15.6/24	C		Designing Women	26.	16.6/26
32.	14.6/23	N		Hunter Special	31.	15.6/25
33.	14.3/26	C		Falcon Crest	51.	12.9/24
34.	14.3/22	N		NBC Monday Movie	35.	15.5/25
35.	14.1/23	A		Slap Maxwell Story	43.	14.0/23
36.	14.1/26	N		Facts of Life	20.	17.3/30
37.	14.0/22	N		Miami Vice	45.	13.7/24
38.	14.0/22	N		Highway to Heaven	22.	17.0/27
39.	13.6/25	A		20/20	38.	15.0/28
40.	13.6/21	C		Frank's Place	28.	16.4/26
41.	13.5/21	A		Head of the Class	48.	13.5/21
42.	13.5/23	C		Cagney & Lacey	40.	14.6/27
43.	13.2/21	A		Perfect Strangers	49.	13.4/22
44.	13.2/21	N		St. Elsewhere	29.	15.8/25
45.	13.1/20	C		Simon and Simon	44.	13.8/22
46.	12.9/25	A		Thirtysomething	50.	13.2/25
47.	12.9/23	N		Bronx Zoo	42.	14.1/26
48.	12.6/23	N		Crime Story	53.	12.4/23
49.	12.0/18	A		Dolly	47.	13.5/20
50.	11.6/18	A		MacGyver	55.	11.9/19
51.	11.2/18	N		Mouse, Mystery and Me	41.	14.3/22
52.	10.8/20	N		Private Eye	58.	11.6/21
53.	10.6/17	C		Tour of Duty	59.	11.4/18
54.	10.5/18	A		Mr. Belvedere	54.	12.0/21
55.	10.3/16	C		Jake and the Fatman	63.	10.5/17
56.	10.2/19	C		Law and Harry McGraw	56.	11.7/21
57.	10.1/16	A		Disney Sunday Movie	57.	11.7/18
58.	9.5/17	A		Full House	66.	9.6/17
59.	9.5/16	C		Grammy Lifetime Awards	61.	10.6/18
60.	9.5/16	N		Season to Be Smurfy	52.	12.9/21
61.	9.2/16	A		I Married Dora	67.	8.7/15
62.	8.9/16	A		Ohara	72.	8.1/14
63.	8.8/16	A		Hotel	76.	7.8/14
64.	8.6/14	A		Buck James	62.	10.5/17
65.	8.5/15	A		Pursuit of Happiness	65.	9.9/17
66.	8.3/13	C		Houston Knights	77.	7.7/12
67.	8.2/14	A		Sable	71.	8.1/14
68.	7.8/14	N		Rags to Riches	64.	10.3/18
69.	7.1/12	A		ABC Thursday Movie	75.	7.8/13
70.	6.9/12	C		CBS Saturday Movie	70.	8.2/14
71.	6.8/13	C		West 57th	68.	8.3/15
72.	6.3/10	A		Sledge Hammer!	78.	6.4/10

ation, for excellence in reporting on diabetes. Information: (703) 549-1500.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February 1988

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 7-9—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 8—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 15-16—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 20-24—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 25-26—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

April 1988

April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

Errata

The international **teleport at Santa Paula, Calif., is owned and operated by Contel ASC,** not by Wold Communications (one of the teleport's full-time users), as reported in Dec. 14 story on satellite coverage of Reagan-Gorbachev summit.

□

It was mistakenly reported in Dec. 14 "In Sync" that all content in Associated Press's new **AP Express,** satellite data service for TV stations, is be controlled by Medialink, New York video transmission company. **AP will control service's news billboard information.**

□

Obituary Nov. 30 of **Franklin Small** should have said he was program director in 1930's at WLWL(AM) New York, not Rockingham, N.C. to which call was later assigned. In Dec. 7 "Fates and Fortunes," **Ann Miller's** previous position was incorrectly listed as news producer at WLSD-TV Chicago. Miller previously worked at KPIX(TV) San Francisco.

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NBC takes Arbitron November sweeps

Comparisons to last year shed little light on effect of peoplemeters on decline in prime time viewing

The Arbitron November sweeps numbers for all the local markets were in last week. To no one's surprise, NBC affiliates fared best, delivering a combined average of 14,855,000 homes in prime time. The CBS affiliates were second in average household delivery, with 13,423,000, followed by the ABC affiliates with 12,751,000. Those figures were based on an NBC analysis of the Arbitron numbers.

However, the year-to-year comparisons of the local November sweeps, which many hoped would show how much of this season's network erosion was due to the peoplemeter, did not clear up the whole picture. Arbitron's local numbers appeared to mirror the declines shown by Nielsen's peoplemeter system for ABC during the sweeps period, but not for CBS or NBC. And last week, no one was sure why.

For NBC, the peoplemeter showed a 4% decline for the network nationally in prime time during the sweep period. However, the local Arbitron sweeps showed NBC affiliates up 2% in households in prime time. CBS and ABC were down about 13% each, according to the Nielsen peoplemeter numbers. While the local numbers from Arbitron appeared to support ABC's big drop, CBS affiliates were off only 5% from a year ago, less than half the drop recorded by Nielsen's peoplemeter during the sweep.

The results appeared to substantiate the network position that the local measurements, based on a sample of 110,000 homes nationwide, would show that at least some of the network erosion this year (10% in rating and 4% in share) was the result of the change of methodologies for measuring the national audience. The local sweeps numbers continue to be derived from meter/diary samples in the top-15 markets (which account for about 40% of all U.S. television homes) and diary samples from the rest.

According to William Rubens, vice president, research, NBC, the local Arbitron numbers appear to indicate that perhaps one-third of the network erosion this year is due to the switch to peoplemeters. The lower numbers, according to the peoplemeter, he said, are probably due to the faster turnover rate and lower cooperation rate that Nielsen has had with its peoplemeter sample.

At deadline last week, Nielsen was still tabulating its local sweeps results, which should be available this week.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. The information is © copyright 1987 by Arbitron Ratings Co. It may not be quoted or reproduced without the prior permission of Arbitron.

ADI (rank)	Prime time TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	18	**29**
Albany, Ga. (151)	4	—	**58**
Albany-Schenectady-Troy, N.Y. (52)	55	76	**81**
Albuquerque, N.M. (56)	68	47	**75**
Alexandria, La. (160)	5	—	**44**
Alexandria, Minn. (182)	4	**29**	—
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (117)	**34**	23	27
Anniston, Ala. (192)	—	**12**	—
Ardmore-Ada, Okla. (172)	18	**24**	19
Atlanta (12)	169	185	**251**
Augusta, Ga. (102)	37	**42**	33
Austin, Tex. (71)	45	**65**	48
Bakersfield, Calif. (145)	21	24	**29**
Baltimore (22)	131	150	**177**
Bangor, Me. (156)	14	**23**	**23**
Baton Rouge (91)	**52**	51	41
Beaumont-Port Arthur, Tex. (124)	31	38	**43**
Bend, Ore. (207)	—	**5**	**5**
Billings-Hardin, Mont. (164)	11	**16**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**26**	—	—
Binghamton, N.Y. (132)	11	**40**	20
Birmingham, Ala. (49)	81	42	**122**
Bluefield-Beckley-Oak Hill, W.Va. (141)	20	—	**28**
Boise, Idaho (136)	21	19	**31**
Boston (6)	227	267	**361**
Bowling Green, Ky. (191)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	20	44	**68**
Buffalo, N.Y. (38)	81	95	**106**
Burlington, Vt.-Plattsburgh, N.Y. (96)	12	**44**	42
Butte, Mont. (189)	7	**11**	7
Casper-Riverton, Wyo. (188)	4	5	**13**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	42	38	**67**
Charleston, S.C. (109)	30	44	**49**
Charleston-Huntington, W.Va. (46)	60	64	**105**
Charlotte, N.C. (31)	78	**115**	58
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	41	45	**57**
Chynne, Wyo.-Scttsblff, Neb.-String, Colo. (183)	—	**15**	—
Chicago (3)	485	351	**503**
Chico-Redding, Calif. (140)	**26**	23	18
Cincinnati (29)	88	113	**130**
Clarksburg-Weston, W.Va. (162)	—	22	**25**
Cleveland (11)	242	201	**254**
Colorado Springs-Pueblo (97)	37	38	**40**

ADI (rank)	Prime time TSA households (000) ABC	CBS	NBC
Columbia, S.C. (87)	24	35	**83**
Columbia-Jefferson City, Mo. (152)	15	**28**	27
Columbus, Ga. (118)	**35**	34	20
Columbus, Ohio (33)	92	117	**143**
Columbus-Tupelo, Miss. (133)	8	27	**51**
Corpus Christi, Tex. (120)	**33**	27	31
Dallas-Fort Worth (8)	228	**238**	227
Davenport, Iowa-Rock Island-Moline, Ill. (77)	44	48	**64**
Dayton, Ohio (48)	62	**90**	74
Denver (19)	152	120	**161**
Des Moines (66)	45	65	**68**
Detroit (7)	246	248	**358**
Dothan, Ala. (157)	10	**40**	—
Duluth, Minn.-Superior, Wis. (122)	25	26	**35**
El Centro, Calif.-Yuma, Ariz. (181)	—	5	**9**
El Paso (104)	31	29	**43**
Elmira, N.Y. (165)	9	—	**15**
Erie, Pa. (143)	20	19	**37**
Eugene, Ore. (137)	24	**30**	19
Eureka, Calif. (186)	—	7	**9**
Evansville, Ind. (90)	41	35	**43**
Fargo, N.D. (107)	26	28	**34**
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (59)	71	35	**93**
Florence, S.C. (130)	20	**50**	—
Fort Myers-Naples, Fla. (98)	18	**39**	**39**
Fort Smith, Ark. (148)	19	**31**	19
Fort Wayne, Ind. (99)	36	38	**39**
Fresno-Visalia, Calif. (63)	49	51	**58**
Gainesville, Fla. (166)	**16**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction-Durango, Colo. (176)	7	**13**	11
Grand Rapids-Kalamzaoo-Battle Creek, Mich. (39)	75	73	**92**
Great Falls, Mont. (177)	**10**	9	5
Green Bay-Appleton, Wis. (68)	55	56	**66**
Greensboro-Winston Salem-High Point, N.C. (50)	61	84	**86**
Greenville-New Bern-Washington, N.C. (95)	27	45	**60**
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	78	94	**133**
Greenwood-Greenville, Miss. (168)	**23**	14	—
Hagerstown, Md. (195)	—	—	**16**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	49	67	**113**
Harrisonburg, Va. (200)	**16**	—	—
Hartford-New Haven, Conn. (23)	108	**173**	95
Helena, Mont. (209)	—	—	**5**
Houston (10)	**219**	173	209

ADI (rank)	Prime time TSA households (000) ABC	CBS	NBC	ADI (rank)	Prime time TSA households (000) ABC	CBS	NBC
Huntsville-Decatur-Florence, Ala. (89)	42	48	**52**	Portland-Poland Spring, Me. (69)	46	37	**57**
Idaho Falls-Pocatello (159)	12	16	**19**	Presque Isle, Me. (203)	—	**6**	—
Indianapolis (24)	106	131	**142**	Providence, R.I.-New Bedford, Mass. (44)	75	76	**116**
Jackson, Miss. (82)	26	58	**76**	Quincy, Ill.-Hannibal, Mo. (154)	—	25	**28**
Jackson, Tenn. (180)	**24**	—	—	Raleigh-Durham, N.C. (35)	84	**92**	53
Jacksonville, Fla. (57)	45	**88**	57	Rapid City, S.D. (167)	**20**	—	15
Johnstown-Altoona, Pa. (85)	—	46	**79**	Reno (121)	**24**	20	23
Jonesboro, Ark. (174)	**27**	—	—	Richmond, Va. (62)	60	**74**	**74**
Joplin, Mo.-Pittsburg, Kan. (119)	27	**29**	**29**	Roanoke-Lynchburg, Va. (73)	36	**66**	64
Kansas City (28)	93	117	**141**	Rochester-Austin, Minn.-Mason City, Iowa (147)	20	17	**29**
Knoxville, Tenn. (61)	57	**81**	50	Rochester, N.Y. (72)	44	51	**64**
La Crosse-Eau Claire, Wis. (134)	18	25	**36**	Rockford, Ill. (114)	23	29	**33**
Lafayette, Ind. (193)	—	**9**	—	Roswell, N.M. (194)	—	**13**	—
Lafayette, La. (112)	38	**59**	—	Sacramento-Stockton, Calif. (20)	101	123	**159**
Lake Charles, La. (170)	—	—	**41**	St. Joseph, Mo. (187)	**13**	—	—
Lansing, Mich. (105)	—	**52**	48	St. Louis (18)	125	165	**225**
Laredo, Tex. (199)	4	3	**5**	Salinas-Monterey-San Jose, Calif. (111)	36	22	**41**
Las Vegas (94)	24	36	**48**	Salisbury, Md. (162)	14	**24**	15
Laurel-Hattiesburg, Miss. (161)	—	6	**29**	Salt Lake City (40)	84	80	**100**
Lexington, Ky. (76)	37	**64**	50	San Angelo, Tex. (189)	—	**13**	—
Lima, Ohio (196)	—	—	**1**	San Antonio, Tex. (42)	74	92	**109**
Lincoln-Hastings-Kearney, Neb. (92)	20	**47**	16	San Diego (25)	82	**106**	96
Little Rock, Ark. (55)	66	67	**82**	San Francisco (5)	238	253	**299**
Los Angeles (2)	534	504	**654**	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	**25**	20
Louisville, Ky. (47)	53	86	**100**	Savannah, Ga. (103)	19	**46**	39
Lubbock, Tex. (149)	15	21	**24**	Seattle-Tacoma (15)	145	125	**183**
Macon, Ga. (134)	18	**42**	19	Shreveport, La.-Texarkana, Tex. (64)	61	69	**72**
Madison, Wis. (106)	33	**41**	40	Sioux City, Iowa (125)	28	10	**35**
Mankato, Minn. (208)	—	**14**	—	Sioux Falls-Mitchell, S.D. (100)	38	**53**	25
Marquette, Mich. (184)	—	**18**	—	South Bend-Elkhart, Ind. (84)	33	45	**56**
McAllen-Brownsville, Tex. (115)	**26**	25	23	Spokane, Wash. (79)	41	42	**51**
Medford, Ore. (153)	10	18	**30**	Springfield, Mass. (108)	28	—	**51**
Memphis (41)	61	101	**139**	Springfield, Mo. (81)	20	48	**66**
Meridian, Miss. (175)	**19**	9	5	Springfield-Decatur-Champaign, Ill. (74)	39	49	**63**
Miami (16)	139	152	**184**	Syracuse, N.Y. (67)	43	63	**70**
Milwaukee (30)	89	94	**131**	Tallahassee, Fla.-Thomasville, Ga. (126)	12	**52**	11
Minneapolis-St. Paul (13)	136	**168**	165	Tampa-St.Petersburg (14)	169	193	**215**
Minot-Bismarck-Dickinson, N.D. (146)	7	22	**33**	Terre Haute, Ind. (129)	10	30	**36**
Missoula-Butte, Mont. (173)	17	11	**18**	Toledo, Ohio (65)	42	67	**84**
Mobile, Ala.-Pensacola, Fla. (58)	50	**84**	78	Topeka, Kan. (142)	12	**24**	**24**
Monroe, La.-El Dorado, Ark. (116)	13	**53**	29	Traverse City-Cadillac, Mich. (138)	14	**37**	36
Montgomery-Selma, Ala. (101)	13	33	**68**	Tucson, Ariz. (83)	40	36	**47**
Nashville (32)	79	129	**138**	Tulsa, Okla. (54)	**84**	81	81
New Orleans (34)	85	**128**	118	Tuscaloosa, Ala. (185)	—	**9**	—
New York (1)	790	887	**1,082**	Twin Falls, Idaho (202)	—	**8**	2
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (43)	66	81	**94**	Tyler-Longview, Tex. (123)	**45**	8	15
North Platte, Neb. (210)	—	—	**7**	Utica, N.Y. (158)	11	—	**25**
Odessa-Midland, Tex. (143)	**24**	22	23	Victoria, Tex. (206)	5	—	**9**
Oklahoma City (37)	77	103	**112**	Waco-Temple, Tex. (93)	19	**42**	38
Omaha (70)	55	50	**66**	Washington (9)	213	215	**226**
Orlando-Daytona Beach-Melbourne, Fla. (27)	106	118	**157**	Watertown-Carthage, N.Y. (169)	—	**20**	—
Ottumwa, Iowa-Kirksville, Mo. (204)	**17**	—	—	Wausau-Rhinelander, Wis. (128)	27	**37**	12
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	**66**	60	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	47	32	**85**
Palm Springs, Calif. (178)	7	—	**9**	Wheeling, W.Va.-Steubenville, Ohio (139)	—	**40**	39
Panama City, Fla. (171)	14	—	**27**	Wichita-Hutchinson, Kan. (60)	48	66	**67**
Parkersburg, W.Va. (198)	—	—	**11**	Wichita Falls, Tex.-Lawton, Okla. (130)	22	25	**27**
Peoria-Bloomington, Ill. (110)	30	29	**41**	Wilkes Barre-Scranton, Pa. (51)	71	69	**97**
Philadelphia (4)	431	402	**471**	Wilmington, N.C. (150)	23	8	**62**
Phoenix (21)	111	136	**141**	Yakima, Wash. (127)	19	**28**	24
Pittsburgh (17)	208	**212**	183	Youngstown, Ohio (88)	37	49	**56**
Portland, Ore. (26)	85	101	**108**	Zanesville, Ohio (201)	—	—	**11**

Nielsen says study backs up peoplemeters

Company claims telephone survey supports data for children's programing produced by new system

A.C. Nielsen Co. has conducted a telephone coincidental survey that company officials say tentatively substantiates the lower ratings for children's programing recorded by peoplemeters this season. Ratings for children's programing have decreased by as much as 40% since the new season began.

Broadcasters have claimed that the sharp declines are the result of the switch to peoplemeters and the frequent failure of children to log in on the meters when watching television.

However, at a workshop sponsored by the Advertising Research Foundation in New York, Nielsen vice president, Ceril Shagrin, said preliminary results of the recent telephone survey, conducted over five weeks, beginning last Oct. 21, were within 5% of peoplemeter estimates of child viewers. Telephone coincidentals are usually accepted as the most accurate research tool for measuring viewing.

Shagrin said last week that not all of the survey data was in, but that based on the early returns, the company estimated it would show 407 viewing children, ages 2-5, per thousand homes with children. That is within 2% of the comparable peoplemeter estimate for the same period. For children ages 6-11, said Shagrin, the viewing levels reported by the survey and the peoplemeter were only one-half of one percentage point apart.

According to Shagrin, the survey "goes a long way in validating the peoplemeter" ratings for children this season.

However, some questions were raised by network sources about Nielsen's survey methodology. One source said Nielsen phone surveyors in some cases talked to children directly without validation from a parent, thus tainting the survey. The decline of the children's audience has been a major issue in the transition to peoplemeters. CBS's Saturday morning ratings are down 15% season to date. However, in negotiations with advertisers, it was agreed that a 20% fall-off, called the "peoplemeter factor," would be acceptable without advertising make-goods kicking in.

NBC's Saturday morning schedule has

tion (BMPED870115IA) granted for Mod of CP (BPED811127AC) to change HAAT: 381 m. H&V and antenna height above ground: 14.6 meters.

■ Boulder, CO, KGNU, 88.5 mhz—871202-Application (BPED870902IA) granted for CP to change TL: 0.39 mi. N of S Boulder Rd and 1 mi. W of Colorado and Southern Railroad, Lafayette, CO 39 59 33N 105 09 16W.

■ Pueblo, CO, KTSC-FM, 89.5 mhz—871207-Application (BPED860721ID) granted for CP to change ERP: 8 kw H&V.

■ Waterbury, CT, WIOF, 104.1 mhz—871203-Application (BPH870821IA) granted for CP to change TL: 60 meters due S of WIOF present site; change HAAT: 257 meters H&V. 41 33 41N 72 50 39W.

■ Arkansas City, KS, KWKL, 106.5 mhz—871130-Application (BMPH870226IB) granted for Mod of CP (BPH860606IB) to change HAAT: 389.7 m. H&V.

■ Henderson, KY, WKDQ-FM, 99.5 mhz—871202-Application (BPH870302OB) granted for CP to change TL: NW side of Green River Rd, 0.7 mi. SW of intersection with State Hwy 414, near Henderson, KY; change HAAT: 985' H&V and make changes in ant sys. 37 52 57N 87 32 27W.

■ Richmond, KY, WMCQ-FM, 101.7 mhz—871201-Application (BPH870717IA) granted for CP to make changes TL: N 3rd St., Rte 389, behind Daniel Boone school (within city limits); change HAAT: 95.35 m. H&V. 37 45 30N 84 17 36W.

■ Pittsburg, KS, KKOW-FM, 96.9 mhz—871207-Application (BPH870224IX) granted for CP to make changes TL: 2 mi. E and 2 mi. S of town, Mindenmies, MO; change HAAT: 303 m. H&V 37 27 02N 94 33 26W.

■ Pittsfield, MA, WBEC-FM, 105.5 mhz—871207-Application (BPH870318IE) granted for CP to change ERP: 0.95 kw H&V.

■ Zeeland, MI, WJQK, 99.3 mhz—871130-Application (BPH870326IB) granted for CP to change ERP: 2.5 kw H&V.

■ Kirksville, MO, KRXL, 94.5 mhz—871130-Application (BMPH870209IB) granted for Mod of CP to change TL: 5.5 mi. N of Knox City on SR V, near Knox City, MO; change HAAT: 299 m. H&V and make changes in antenna system. 40 13 32N 92 00 54W.

■ Rolla, MO, KMNR, 89.7 mhz—871202-Application (BPED870317KF) granted for CP to make changes. Change ERP: 0.449 kw H&V; change HAAT: 98.9 m. H&V; change TL: 1008 N Elm, Rolla, MO. 37 57 07N 91 46 12W.

■ St. Louis, KMJM, 107.7 mhz—871207-Application (BMPH870213IF) granted for Mod of CP to change TL: Mackenzie Rd and Hedge Ave., near Shresbury, MO and make changes in ant sys. 38 34 24N 90 19 30W.

■ Lincoln, NE, KLDZ, 95.5 mhz—871203-Application (BPH870629IB) granted for CP to make changes. Change freq: 95.1 mhz; ERP: 50 kw H&V; HAAT: 122 m. H&V; TL: 4100 Industrial Ave, Lincoln, NE; CLASS: C2. 40 51 10N 96 40 36W.

■ Albany, NY, WGNA, 107.7 mhz—871202-Application (BPH870302OF) granted for CP to change ERP: 12.5 kw H&V.

■ Duncan, OK, KRHD-FM, 102.3 mhz—871207-Application (BPH870924IE) granted for CP to change HAAT: 100 m. H&V.

■ Healdton, OK, KTYX, 105.5 mhz—871202-Application (BPH870728ID) returned for CP to change freq: 105.7 mhz (Per RM-5602); change TL: Section Line Rd, 1.45 km N of Oswalt, 26 km SE of Healdton, Oswalt, OK; change ERP: 33 kw H&V; change HAAT: 182.9 m. H&V. 34 02 27N 97 20 00W.

■ Owasso, OK, KVLT-FM, 106.1 mhz—871202-Application (BMPH870410IB) granted for Mod of CP to correct coordinates: 36 31 36N 95 39 12W; change height of antenna center of radiation above ground level and above mean sea level.

■ Lake Oswego, OR, KMJK, 106.7 mhz—871201-Application (BPH870302OK) granted for CP to change HAAT: 997 m. H&V.

■ Philadelphia, WPEB, 88.1 mhz—871203-Application (BPED871102IH) granted for CP to change TL: 4601 Market St., Philadelphia, 39 57 33N 75 12 54W.

■ Block Island, RI, WITQ-FM, 99.3 mhz—871207-Application (BMPH870625IC) granted for Mod of CP to change TL: At Block Island Power Co, New Shoreham, RI and make changes in ant sys. 41 10 30N 71 34 10W.

■ Hilton Head Island, SC, WIJY, 105.5 mhz—871203-Application (BMPH870616IA) granted for Mod of CP to make changes TL: 1.25 mi. SW of Buckingham Landing, SC; change ERP: 2.52 kw H&V; change HAAT: 109 m. H&V. 32 13 17N 80 49 05W.

■ Fort Worth, TX, KOJO, 94.1 mhz—871202-Application (BMPH860917IG) granted for Mod of CP (BPH850621IE) to change overall height above ground level: 183 m.

■ Kerrville, TX, KRVL, 94.3 mhz—871203-Application (BMPH870327IK) granted for Mod of CP (BPH860108IA) to make changes TL: 0.75 mi. NW of Goat Creek Rd and SH #27 Junction, Kerrville, TX; change HAAT: 2.13 m H&V. 30 04 14N 99 11 07W.

■ Robstown, TX, KROB-FM, 99.9 mhz—871130-Application (BPH870326IC) granted for CP to make changes TL: about ½ mi. W of South Violet Rd, near Corpus Christi, 3 mi. S of Violet, TX; change HAAT: 953.5 ft. H&V 27 44 28N 97 36 08W.

■ Bountiful, UT, KLZX, 99.5 mhz—871203-Application (BMPH870930IC) granted for Mod of CP (BPH821118AC as mod) to change TL: Mt. Vision, Oquirrh Mountain Range, 18 mi. SW of Salt Lake City; change ERP: 38.7 kw H&V; change HAAT: 900 m. H&V 40 36 29N 112 09 33W.

■ Centerville, UT, KCGL, 105.5 mhz—871204-Application (BPH871005ID) granted for CP to change freq: 105.7 mhz (Per Docket #86-448); change ERP: 13.5 kw H&V; change to Class C2.

TV's

■ Kokomo, IN, WTTK, ch. 29—871130-Application (BMPCT871009KF) granted for Mod of CP to change ANT: Dielectric Communications TFU-25JDA "PEANUT"; TL: 0.37 mi. NE of intersection of SR 213 with Township Rd North 200. 40 20 20N 85 57 15W.

■ Brainerd, MN, KAWB, ch. 22—871130-Application (BMPET871014KE) granted for Mod of CP to change the ERP vis.: 212 kw; HAAT: 227.1 m., 745 ft.

■ Las Vegas, KREB-TV, ch. 15—871203-Application (BMPCT870928KR) denied for Mod of CP (BPCT831219KQ) to extend completion date.

■ Jamestown, NY, WNOD, ch. 26—871124-Application (BMPCT870504KE) granted for Mod of CP to change ERP vis.: 715 kw; HAAT: 182 m.; ANT: Bogner DUI-18A.

■ Irving, TX, KLTJ, ch. 49—871130-Application (BMPCT870921KK) granted for Mod of CP (BPCT840710KK) to change ERP vis.: 5000 kw/Horizontal Pol; 1081 kw/Vertical Pol; HAAT: 311 m.; ANT; SWR, Inc TM-30DA; TL: 0.8 km S of Oak Island, Chambers Co, TX. 29 38 47N 94 40 33W.

■ Ladysmith, WI, WWIB, 103.7 mhz—871207-Application (BPH870225IC) granted for CP to change HAAT: 326.8 m. H&V; major environmental action as defined under Sec. 1.1305.

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New TV's
KADY-TV	KTIE P.Z. Entertainment Partnership, Oxnard, CA
	Existing AM's
KVFW	KINC Valu-Broadcasting, Inc., Winfield, KS
WPOG	WALD Gresham Communications of Walterboro, Inc., Walterboro, SC
	Existing FM's
KKZX	KQSP Inland Empire Bcg, Inc., Spokane, WA
KXXR	KLTY Scout Bcg Corp., Liberty, MO

Grants

Call	Sought by
	New AM
WBCQ	Nancy Reilly, Quakertown, PA
	New FM's
KTGK	Let's Talk Radio, Crescent North, CA
KMRJ	Marilyn J. Johnson, Ukiah, CA
WMQA	Mr. Robert G. Kerrigan, Mexico Beach, FL
WMQZ	Maranatha Bcg, Inc., Allen, KY
WHBK	Hometown Bcg of Lancasters, Inc., Lancasters, KY
KEDS	Education Committee of Calvary Chapel, Las Vegas
WPTC	WSKG Public Telecommunications Council, Ithaca, NY
WIGL	Eagle of Orangeburg, Inc., Orangeburg, SC
KVOL-FM	Marvin G. Schwartz, Big Lake, TX
KSMP	Sudduth Media Co., Paris, TX
WBNN	Bennco, Inc., Vienna, WV
	New TV's
KHIU	Davilo Bcg, Hilo, HI
WLSY	Life Style Bcg, Inc., Daytona Beach, FL
KFWD	Interspan Communications, a Cal. Ltd Partnership, Ft. Worth, TX
	Existing AM's
KTNT	KANC Anita L. Levine, Frazier Park, CA
KMDK	KPPL Huttner Bcg Co., Denver
WPLV	WZZZ Radio Valley, Inc., West Point, GA
KMTW	KRAM Southern Nevada Radio, Inc., Las Vegas
	Existing FM's
KAMM	KZAY Grapevine Radio, Inc., Delano, CA
WWAE	WNTM Fritz Bcg, Inc., Detroit
WKCP	WQDW Coastal Carolina Bcg, Kinston, NC
WEAY	WMJW Frank & Maley, Inc., Nanticoke, PA
KJKC	KITE JKC Communications of Texas, Inc., Portland, TX
WMGU	WIGL Altcom of Wisconsin, Inc., Stevens Point, WI
	Existing TV
WAYQ	WLSY Life Style Bcg, Inc., Daytona Beach, FL

Notes: Pursuant to the request of Prunedale Education Association, Prunedale, CA, grant of the call sign change of FM station KFMP to KCLM has been set aside. Call sign KFMP remains assigned.